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fashion calendar

44 WEST FIFTY-SECOND STREET • NEW YORK 19 • ELDORADO 5-3693

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

1951

january

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, APRIL 9, 1951</u>			
Monday April 9 2:00 P.M.	HENRY ROSENFELD SUMMER FASHIONS Henry Rosenfeld's Summer dresses will be presented at Russeks. Press invited. Open to public. Publicity: Miriam Lenzen, WI. 7-1900.	RUSSEKS FIFTH AVENUE	7TH FLOOR
Monday April 9 4:00 P.M. Cocktails	PREVIEW OF CASUAL SHOES FOR FALL Presentation by Desco Shoe Corporation of the collection of casual shoes for Fall. By invitation only. Publicity: Mollie Baldwin, LE. 2-4281.	DESCO SHOE CORP.	HOTEL McALPIN COLONIAL ROOM
Monday April 9 4:00 P.M.- 6:30 P.M. Cocktails	PREVIEW FOR FALL SHOE COLLECTION Informal showing of Fall shoes, designed by Grace Powell for Laird Schober. There will be two showings, <u>4:30 P.M. and 6:00 P.M.</u> By invitation only. Publicity: Donna Cannon, PL. 3-7072.	LAIRD SCHOBBER & CO. (47 WEST 34TH STREET)	21 CLUB(21 W. 52ND) HUNT ROOM
Beginning Monday April 9- April 11	RAINWEAR CONVENTION AND EXHIBIT FOR TRADE Exhibits by members of the association and suppliers of the rainwear industry, during three-day convention. Publicity: Jack Berman, MU. 9-1546.	N.Y. RAINCOAT MFRS. ASSOCIATION	HOTEL NEW YORKER 7TH FLOOR
Beginning Monday April 9- April 20	ADVANCE FALL SHOE SHOWINGS The Guild of Better Shoe Manufacturers members include: Beleganti, Newton Elkin, Fox Shoe Co., Andrew Geller, Jerro, Marino, I. Miller, Palter DeLiso, M. Wolf, Zuckerman & Fox. During this period, the press will be invited to see a composite display of highlights from the shoe collections in the Guild's office, Shelburne Hotel, Lexington Avenue and 37th Street. By appointment only. Publicity: Doris Beechman, MU. 9-5200.	GUILD OF BETTER SHOE MANUFACTURERS	MEMBERS' SHOWROOMS; & SHELBURNE HOTEL
Beginning Monday April 9- April 21	EXHIBIT OF FABRICS AND COSTUMES Embroidered fabrics, wall hangings and costumes of India, Algeria, Tunisia, Persia, Greece. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Tuesday April 10 10:30 A.M.	PRESS PREVIEW OF DESIGNERS' COLLECTIONS The National Association of Fashion and Accessory Designers, an organization of Negro fashion creators, will invite the press to a preview of Spring sport, daytime, and evening wear and accessories, in the Blue Room of the Belmont Plaza. By invitation only. <u>On Sunday, April 15 at 6:00 P.M.</u> , a dinner and showing of the collections will be held, concluding the second annual convention (April 12-April 14), at the Waldorf-Astoria, Starlight Roof. Fashions from Lilly Dache, Charles James, and Schiaparelli will also be shown. Publicity: Ernest Johnson, MU. 2-3383 or MO. 2-1298.	NAT'L ASS'N OF FASHION & ACCESSORY DESIGNERS	BELMONT PLAZA HOTEL LEX. AVE. & 49TH ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday April 10 11:30 A.M.	READY-TO-WEAR MILLINERY PREVIEW Press preview of Hattie Carnegie's ready-to-wear Summer millinery collection. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	HATTIE CARNEGIE	42 EAST 49TH STREET PINK ROOM
Tuesday April 10 1:00 P.M. Luncheon	BRIDAL FASHIONS AT LUNCHEON SHOW Bridal fashion show for benefit of N.Y. Heart Fund. Fashions from Bergdorf Goodman, Best & Co., Bonwit Teller, Coronet Creations, Farquharson & Wheelock, Jane Engel, Jay Thorpe, Saks Fifth Avenue, Lili Spinola, and The Tailored Woman. Bridal gown--Murray Hamburger. At-home fashions--Stella Fagin. Groom's Fashions--Tripler. Bridal bouquets--Annenberg & Erickson, Kathryn Churchill, Fred Eaton, Eleanor Gaul, Irene Hayes, Hollenzer, Freda Mueller, Ethel Rogers, Constance Spry, and Wadley & Smythe. Jewels--Cartier. Press by invitation. Public by reservation; contact: headwaiter, PL. 3-0200. Sherry Fashion Director: Rosamond Hanscom, PL. 3-0200.	RETAIL STORES & SPECIALTY SHOPS	SHERRY'S-300 PARK SHERRY ROOM
Wednesday April 11 12:30 P.M. Luncheon	RAYMOND MARINELLI FASHIONS AT LUNCHEON Jay Thorpe will present Spring and Summer fashions by Raymond Marinelli, including afternoon, cocktail, dinner and evening clothes. Hats, furs and accessories--Jay Thorpe. Costume jewelry--Marcel Boucher. Press by invitation. Public by reservation; contact: headwaiter, EL. 5-3000. Marinelli Contact: PL. 7-2177. Jay Thorpe Publicity: Elaine Kannars, JU. 6-1000, Ext. 104. Waldorf Fashion Publ.: Madeleine Riordan, EL. 5-3000.	JAY THORPE	WALDORF-ASTORIA SERT ROOM
Wednesday April 11 12:30 P.M. Luncheon And 6:30 P.M. Dinner	SIXTH ANNUAL "BRAND NAMES DAY" The "retailer of the year," selected by the Brand Names Foundation, will be honored at the "Salute to the American Merchant" luncheon and afternoon session. Speaker: Senator James H. Duff of Pennsylvania. Attendance by reservation; \$10.00 for luncheon and afternoon session. A dinner will be held at 6:30 P.M. Tickets for dinner and evening session: \$15.00. Contact: Nathan Keats, Brand Names Foundation, PL. 9-8425.	BRAND NAMES FOUNDATION (37 WEST 57TH STREET)	HOTEL COMMODORE GRAND BALLROOM
Wednesday April 11 12:45 P.M. Luncheon	"SPRING SILHOUETTE" LUNCHEON FASHION SHOW Fashions for Spring will be presented during luncheon. Gowns--Lydia Kessler. Furs--Paul Kossoff. Beachwear--Miss Hilbrun. Hats--Marguerite Yvonne. Scarves--Vera. Hair styles--Emile Salon. Press by invitation. Public by reservation; contact: headwaiter, TE. 8-8000. Show Coordinator and Contact: Rosalyn Bader, MA. 2-4660. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	SPECIALTY SHOPS	HOTEL PIERRE COTILLION ROOM
Wednesday April 11 2:30 P.M.	SPECIAL SHOWING OF SPRING & SUMMER FASHIONS A benefit presentation of Spring and Summer millinery collection by Talbert, Inc., coordinated with gowns by Rose Lash. By invitation. Talbert Contact: PL. 5-8364. Rose Lash Contact: PL. 9-6213.	TALBERT, INC.; ROSE LASH	ST. REGIS HOTEL ROOF
Wednesday April 11 4:00 P.M. Cocktails	PREVIEW OF FALL PATENT LEATHER FASHIONS Preview of new patent leather fashions for Fall and Winter, interpreted in new colors and finishes, in conjunction with new Fall fabrics. By invitation only. Contact: Lucille Turner, PL. 8-2836.	PATENT LEATHER BUREAU	SHERRY NETHERLAND CHANTECLAIR ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday April 12 12:30 P.M. Luncheon	SPRING GOWNS AT BENEFIT LUNCHEON "On The Avenue"--presentation of Spring gowns by Taylor Importing Company during luncheon for the benefit of the Nearly New Shop (938 Eighth Avenue). Hats--Benz. Furs--Steltzer and Cohen. Jewels--Harry Winston. Flowers--Kathryn Churchill. Press by invitation. Price: \$6.00; contact: PL. 9-3000, Ext. 176. Publ.: Dorothy King or Adele Brown, EL. 5-3515.	TAYLOR IMPORTING CO. (15 WEST 47TH STREET)	HOTEL PLAZA GRAND BALLROOM
Thursday April 12 1:00 P.M. Luncheon	SPRING AND SUMMER SHOE COLLECTION "Footloose and Fancy Free"--J. & J. Slater will present a Spring and Summer shoe collection. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. J. & J. Slater Contact: Larry J. Horan, PL. 9-4805. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	J. & J. SLATER	HOTEL PLAZA PERSIAN ROOM
Thursday April 12 7:30 P.M.	SIXTH SESSION: PUBLICITY WORKSHOP Subject: "Cosmetic Publicity". Speakers: Jean Laurent, editor of Cosmetics and Toiletries; Margaret Bickel, director of publicity for Prince Matchabelli, who will speak about special techniques and opportunities in trade and consumer publicity. Director: Ellen Lind. Fee: \$2.50. Contact: Henrietta Gilbert, MU. 8-1837.	PUBLICITY THAT REACHES THE WOMAN	HOTEL DELMONICO PARK AVE. & 59TH ST.
Monday April 16 12:30 P.M. Luncheon	READY-TO-WEAR "BLUE ROOM" FASHIONS Showing of Hattie Carnegie's ready-to-wear "Blue Room" fashions for Summer, at a luncheon for the press and customers. Showing at 1:30 P.M. in the Ballroom. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	HATTIE CARNEGIE	PARK LANE HOTEL PARK AVE. & 48TH ST.
April 16	NATIONAL LEATHER GOODS WEEK (April 16-April 21). Contact: LE. 2-3960.		
Tuesday April 17 9:30 A.M. Breakfast	PREVIEW OF FALL CASHMERE SWEATERS Bernhard Altmann's 1951 Fall collection of cashmere sweaters and accessories in domestic and imported yarns, at a breakfast showing for the press and trade. By invitation only. Contact: Arline S. Terry, Max Rogel & Assoc., DI. 4-8575, or Mitchell 3-8737.	BERNHARD ALTMANN (1451 BROADWAY)	HOTEL ROOSEVELT MEZZANINE: E. & F
Tuesday April 17 1:00 P.M. Luncheon	SPRING GOWNS & HATS AT BENEFIT LUNCHEON Presentation of Spring and Summer collection from the couture house of Elliot-Charles, coordinated with William J. millinery. Press by invitation. Public by reservation; contact: headwaiter, PL. 3-0200. Elliot-Charles Contact: EL. 5-0436. William J. Contact: Hermine Neilson, PL. 9-3896. Sherry Fashion Director: Rosamond Hanscom, PL. 3-0200.	ELLIOT-CHARLES, INC.; WILLIAM J., INC.	SHERRY'S-300 PARK SHERRY ROOM
Tuesday April 17 1:00 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW A collection of Summer dresses by Henry Rosenfeld, available at Russeks Fifth Avenue, will be presented during luncheon. St. Moritz Fashion Director: Alberta Kelley. Press by invitation. Public by reservation; contact: headwaiter, PL. 5-5800. Henry Rosenfeld Publicity: Shirley Berke, LO. 5-0400. St. Moritz Publicity: Kurt Hoffman Associates, PL. 3-7676.	HENRY ROSENFELD	ST. MORITZ HOTEL 50 CENTRAL PARK SO.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday April 18 12:00 Noon Luncheon	AMERICAN DESIGN AWARDS LUNCHEON Lord and Taylor will present the Fourteenth Annual American Design Awards Luncheon. Founded "to encourage and recognize individual creative achievement," four Awards of \$1,000 each have been presented each year to "American men and women whose personal efforts have given the world greater knowledge, beauty and hope." Tickets: \$4.50 (including tip); contact: Olga Diamond, WI. 7-3300. Public Relations: Rea Lubar, WI. 7-3300.	LORD & TAYLOR	WALDORF-ASTORIA GRAND BALLROOM
Wednesday April 18 12:30 P.M. Luncheon	CHILDREN'S FASHIONS AT LUNCHEON SHOWING "Children's Garden Of Fashions"--with clothes from Georg Jensen and British Tweeds, Ltd., will be presented during luncheon. Press by invitation. Public by reservation; contact: headwaiter, EL. 5-3000. Jensen and British Tweeds Contact: Winnifred H. Keay, RE. 4-6436. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	GEORG JENSEN & BRITISH TWEEDS, LTD.	WALDORF-ASTORIA SERT ROOM
Wednesday April 18 12:45 P.M. Luncheon	"FASHION MIRROR" AT LUNCHEON SHOW Showing of gowns with coordinated fashions and accessories during luncheon. Gowns--Murray Roen. Furs--David's 57th Street. Knitwear--Lola Toman. Hats--Leo Hoffman. Shoes--Nancy Haggerty. Jewelry--Hoffman. Hair styles--Leorence. Press by invitation. Public by reservation; contact: headwaiter, TE. 8-8000. Show Coordinator and Contact: Rosalyn Bader, MA. 2-4660. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	SPECIALTY SHOPS	HOTEL PIERRE COTILLION ROOM
Cancelled April 18	LA RESISTA'S PREVIEW OF NEW TYPE CORSET, SCHEDULED FOR APRIL 18 AT 3:30 P.M. HAS BEEN CANCELLED.		

Beginning Wednesday April 18	MIDSEASON OPENINGS OF PARIS COUTURE Apr. 18: Robert Piguet Apr. 19: Jean Desses; Lanvin Apr. 26: Nina Ricci By invitation only. Contact: Chambre Syndicale de La Couture Parisienne, 102 Rue du Faubourg St.-Honore, Paris, France.	CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE Apr. 27: Manguin May 1: Carven May 2: Paquin Contact: Chambre Syndicale de La Couture Parisienne, 102 Rue du Faubourg St.-Honore, Paris, France.	PARIS FRANCE May 3: Balmain May 9: Jacques Fath May 12: Alwynn
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Wednesday April 18- April 19	ANNUAL KNITTED OUTERWEAR CONVENTION The National Knitted Outerwear Association will hold its thirty-third annual convention at the Waldorf-Astoria. Contact: Carl Reichman, National Knitted Outerwear Ass'n, MU. 3-7520.	NATIONAL KNITTED OUTERWEAR ASSOCIATION	WALDORF-ASTORIA
Thursday April 19 9:30 A.M. Coffee	PRESS PREVIEW OF OVER 5'7" FASHIONS Press preview of Summer fashions for the tall, from Lane Bryant's "Over 5'7" Shop." By invitation. Publicity: Paula Miller, LE. 2-0200.	LANE BRYANT, INC.	10TH FLOOR EXECUTIVE OFFICES
Thursday April 19 12:45 P.M. Luncheon	BENEFIT LUNCHEON FASHION SHOW Luncheon fashion show, featuring clothes by Miriam Landey, will be held for the benefit of the Junior Committee Council of Jewish Women. Furs--Bernham-Stein. Jewels--Koslow. Press by invitation. Public by reservation; contact: SC. 4-5870. Pierre Fashion Dir.: Nola Luxford, TE. 8-8000.	MIRIAM LANDEY (22 EAST 65TH ST.)	HOTEL PIERRE COTILLION ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday April 19 1:00 P.M. Luncheon	SPRING AND SUMMER FASHIONS AT LUNCHEON Presentation of Spring and Summer fashions by Phillippa MacDonald during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Plaza Fashion Director and Phillippa MacDonald Publicity: Mary Alice Rice, CI. 6-1790.	PHILLIPPA MACDONALD (19 WEST 57TH STREET)	HOTEL PLAZA TERRACE ROOM
April 21	PASSOVER--FIRST DAY, SATURDAY. (April 21-April 28).		
Tuesday April 24 9:30 A.M. Breakfast	PREVIEW OF SUMMER CASUAL COLLECTION "Be Happy Go Lucky" collection of Summer casuals by McKettrick-Williams will be presented at a breakfast for the press. By invitation only. Publicity: Frances Lane, PE. 6-6525.	McKETTRICK-WILLIAMS	HAMPSHIRE HOUSE COTTAGE
Tuesday April 24 1:00 P.M. Luncheon	SUMMER SUITS AT LUNCHEON SHOW Summer suits, designed by Bass, and available at Saks Fifth Avenue, will be presented during luncheon. St. Moritz Fashion Director: Alberta Kelley. Press by invitation. Public by reservation; contact: headwaiter, PL. 5-5800. Bass, Levine & Bass Publicity: Laura Benham, RE. 7-8230. St. Moritz Publicity: Kurt Hoffman Associates, PL. 3-7676.	BASS, LEVINE & BASS	ST. MORITZ HOTEL 50 CENTRAL PARK SO.
Tuesday April 24 4:00 P.M. Cocktails	NEW SHOE LINE AT PRESS PREVIEW The press will be invited to preview a new line of casual shoes for Fall by Penobscot and Oldmaine Shoe Company. By invitation only. Publicity: Jean McLaughlin, Frederick Clinton Co., MU. 2-7433.	PENOBSCOT SHOE CO.	47 WEST 34TH STREET ROOM 418
April 25- May 5	ANNUAL NATIONAL COTTON WEEK (April 25-May 5). Contact: Paul M. Jones, National Cotton Council, 271 Church St., WO. 4-2521.		
Wednesday April 25 12:30 P.M. Luncheon	SUMMER FUR FASHIONS DURING LUNCHEON Dein-Bacher will present Summer furs. Press by invitation. Public by reservation; contact: headwaiter, EL. 5-3000. Dein-Bacher Contact: Sophie Howard, PL. 9-5913. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	DEIN-BACHER OF THE WALDORF	WALDORF-ASTORIA SERT ROOM
Wednesday April 25 12:30 P.M. And 3:00 P.M.	SHOWING OF McKETTRICK FASHIONS FOR SUMMER McCreery's will present a collection of McKettrick-Williams Summer casuals, "Be Happy Go Lucky", at 12:30 P.M. and 3:00 P.M. (This will be a repeat of the McKettrick April 24 Press Breakfast). Open to public. Publicity: Georgine Thomson, WI. 7-7000.	McCREERY'S	2ND FLOOR
Wednesday April 25 2:30 P.M.	PRESS SHOW: DESIGNERS' COLLECTION OF RAINWEAR Press and trade showing of Fall rainwear fashions, presenting a Milium-lined collection in velveteen, flannel and fleece, designed by Adele Lawrence for Lawrence of London. A designers' collection of rainwear will be introduced for the first time, with imported models made exclusively for this firm by Hardy Amies, Digby Morton, Charles Creed, Robert Piguet, Jacques Fath and Pierre Balmain. By invitation only. Contact: Norman J. Lawrence, CH. 4-3815.	LAWRENCE OF LONDON	239 WEST 39TH ST. SHOWROOM-11TH FL.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday April 25 3:30 P.M.	DIAMOND JUBILEE FASHION SHOW "Then & Now"--showing of Summer fashions, in celebration of Namm's 75th Anniversary. Press invited. Open to public Show will be repeated on Thursday, April 26 at 6:00 P.M. Publicity: Susanna Davis, TR. 5-5700.	NAMM'S	2ND FLOOR
Thursday April 26 12:15 P.M. Luncheon	FABRICS DIVISION LUNCHEON MEETING "The Fabric Fashion Story For Fall, 1951". A fashion showing of costumes in new Fall fabrics, created by six pattern companies: Advance, Butterick, McCall's, Simplicity, Spadea, and Vogue. Commentator; Edith Gilman, fashion director of William Skinner & Sons. A Fall fabric report by Keene Lamborn, fashion coordinator of Pacific Mills, and chairman of the Fabrics Division. Exhibit of Fall fabrics, selected by the Fabrics Committee, and arranged by Tom Lee of Tom Lee, Ltd. Price (including tax and tip): \$4.50 for members; \$4.75 for guests (2 per member). Contact: The Fashion Group, CI. 7-3940. Publ.: Ruth Hammer Assoc., EL. 5-7108,	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Thursday April 26 1:00 P.M. Luncheon	SUMMER FASHIONS DURING LUNCHEON Russeks will present Summer fashions at a luncheon show. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Russeks Publicity: Miriam Lenzen, WI. 7-1900. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	RUSSEKS FIFTH AVENUE	HOTEL PLAZA PERSIAN ROOM
April 29	DAYLIGHT SAVING TIME BEGINS IN N.Y. (Sunday). Set clocks one hour ahead.		
Tuesday May 1 2:15 P.M.	CUSTOM FASHIONS AT BENEFIT SHOWING Sydell-Marie-Yates will present a benefit showing of Summer custom-order suits, dresses, cocktail, dinner and evening gowns; also a bridal procession. By invitation only. Contact: EL. 5-8729.	SYDELL-MARIE-YATES (666 FIFTH AVENUE)	HOTEL PLAZA TERRACE ROOM
Wednesday May 2 12:15 P.M. Luncheon	COSMETICS DIVISION LUNCHEON MEETING The Cosmetics Division of The Fashion Group will hold a luncheon meeting. Chairman: Beatrice Castle. More details later. Price (including tax and tip): \$3.75 for members; \$4.00 for guests. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
Wednesday May 2 12:30 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW Arnold Constable will present Summer fashions during luncheon. Press by invitation. Public by reservation; contact: headwaiter, EL. 5-3000. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA SERT ROOM
Thursday May 3 1:00 P.M. Luncheon	SUMMER FASHIONS DURING LUNCHEON Saks 34th Street will present a luncheon showing of Summer cottons for the woman who works. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Saks 34th Publicity: Rita Dobbins, LA. 4-7000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	SAKS 34TH STREET	HOTEL PLAZA PERSIAN ROOM
May 5	NAT'L SPRING NOTION WEEK (May 5-May 12). Contact: George Pounder, LE. 2-4455.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
May 6	SAN FRANCISCO FALL MARKET WEEK (May 6-May 10).		
Monday May 7 10:00 A.M. Press Preview; 2:00 P.M. Trade Show	SHOWING OF FALL SHOE FASHIONS Sponsored jointly by the New England Shoe and Leather Association and the National Association of Shoe Chain Stores, the Popular Price Shoe Show of America will present shoe fashions for Fall 1951. Exhibitors will display both at the New Yorker and McAlpin Hotels during the entire week, May 6-May 10. Co-Managers of the show are Maxwell Field and Edward Atkins. Press preview: 10:00 A.M. By invitation only. Trade Show will be in two parts: 2:00 P.M., women's shoes; 2:50 P.M., men's and children's shoes. Separate tickets will be issued for each part; contact: Edward Atkins, 51 East 42nd St., MU. 2-8705. Publ.: Ruth Hammer Associates, EL. 5-7108.	POPULAR PRICE SHOE SHOW OF AMERICA	HOTEL NEW YORKER GRAND BALLROOM
Wednesday May 9 12:30 P.M. Luncheon	DAVID CRYSTAL'S SUMMER FASHIONS AT LUNCHEON Saks Fifth Avenue will present a collection of Summer fashions, including David Crystal, Izod of London, and Haymaker Separates. Accessories--Saks Fifth Avenue. Press by invitation. Public by reservation; contact: headwaiter, EL. 5-3000. David Crystal Publicity: Terry Mayer, LA. 4-7760. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	SAKS FIFTH AVENUE	WALDORF-ASTORIA SERT ROOM
Sunday May 13	MOTHER'S DAY. Theme: "Nothing's Too Good For Mom". Contact: Irving K. Edwards, Nat'l Committee on the Observance of Mother's Day, CH. 4-3900.		
Monday May 14 4:00 P.M.; 9:00 P.M.	SHOWING OF FASHION DESIGNS BY STUDENTS Annual fashion show by students in the Department of Costume Design and Construction of Parsons School of Design (a non-profit institution of higher education). Admission (tax included): \$1.20, afternoon; \$2.40, evening. Contact: Elizabeth Wenig, PL. 8-2943.	PARSONS SCHOOL OF DESIGN (136 EAST 57TH STREET)	HOTEL ASTOR BALLROOM
Monday May 14	OPENING OF BELMONT RACE TRACK (May 14-June 2). Contact: John McClain, News Contacts, CO. 5-3166.		
Beginning Monday May 14- May 19	SECOND ANNUAL IRISH LINEN WEEK Nationwide promotion of Irish linens in department stores and specialty shops, featuring fashions, accessories, home decoration, piece goods and table linens. Publ.: Eleanor Rowlands, Rowlands Associates, LE. 2-9292.	IRISH LINEN GUILD	THROUGHOUT THE COUNTRY
Tuesday May 15 11:00 A.M. Buffet	PREVIEW OF BRIDAL HEADRESSES & HATS "Abstract Art In Bridal Fashions"--Edward E. Berger will present head dresses and hats for the bridal party, designed by Fran Whitney. Show will be followed by buffet luncheon. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	EDWARD E. BERGER, INC. (218 WEST 40TH STREET)	530 SEVENTH AVENUE V. MAXWELL'S SHOWROOM
Tuesday May 15 12:30 P.M. Luncheon	PRESS & TRADE PREVIEW: FALL LINGERIE COLLECTION The press and trade will be invited to a luncheon and presentation of Schrank's Fall collection of lingerie, including pajamas, slips and gowns. By invitation only. Publicity: Arline Terry, Max Rogel and Associates, DI. 4-8575 or Mitchell 3-8737.	M. C. SCHRANK CO.	HOTEL PIERRE COTILLION ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 15 4:00 P.M. Cocktails	PREVIEW: BETTY BARCLAY FASHIONS FOR FALL Presentation of Fall collection of Betty Barclay dresses for juniors, by Linsk of Philadelphia and California. By invitation only. Publicity: Edgar Herz, Williams Advertising Agency, MU. 6-3055.	LINSK OF PHILADELPHIA & CALIFORNIA, INC.	HOTEL AMBASSADOR EMBASSY ROOM
May 15	ANNUAL TOILET GOODS CONVENTION (May 15-May 17). Contact: CO. 5-5443.		
Wednesday May 16 12:30 P.M. Luncheon	SHOWING OF SUMMER SHEERS AT LUNCHEON Presentation of sheers for Summer by Russeks Fifth Avenue at a luncheon show. Press by invitation. Public by reservation; contact: headwaiter, EL. 5-3000. Russeks Publicity: Miriam Lenzen, WI. 7-1900. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA SERT ROOM
Thursday May 17 9:15 A.M. Breakfast	PREVIEW OF FALL SPORTSWEAR COLLECTION Preview of the del Mar Sportswear collection for Fall. Showing at 10:00 A.M. By invitation only. Publ.: Ruth Hammer Associates, EL. 5-7108.	DEL MAR SPORTSWEAR, LTD. (498 SEVENTH AVENUE)	TAVERN-ON-THE-GREEN 67TH & CENT. PK. W.
Thursday May 17 12:15 P.M. Luncheon	HOME FURNISHINGS DIVISION LUNCHEON The Fashion Group's Home Furnishings Division will hold a luncheon meeting. Chairman: Melva Chesrown. More details later (<u>Note Change of Date</u>). Price (including tax and tip): \$3.75 for members; \$4.00 for guests (Members may bring guests). Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
Wednesday May 23 12:30 P.M. Luncheon	SUMMER COLLECTION AT LUNCHEON SHOW Presentation of Claire McCardell's Summer fashions at a luncheon show. (This will be the last regular Wednesday luncheon fashion show to be held at Waldorf until after Labor Day). Press by invitation. Public by reservation; contact: headwaiter, EL. 5-3000. Claire McCardell Contact: Bette Anne Brown, LO. 4-2155. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	CLAIRE MCCARDELL CLOTHES FOR TOWNLEY	WALDORF-ASTORIA SERT ROOM
Wednesday May 23 4:00 P.M. Cocktails	"TOGEROY, U.S.A.": FALL FASHIONS IN CORDUROY Bernside Mills will invite the press, retailers and buying offices to a comprehensive showing of back-to-school, college, and early Fall fashions in Togero (corduroy) for misses, juniors, children and men. Staging by Tom Lee. Cocktails at 4:00 P.M. <u>Showing at 4:30 P.M.</u> By invitation only. Fashion Director and Publicity: Rose Hilton, MU. 5-5133.	BERNSIDE MILLS	HOTEL PIERRE GRAND BALLROOM
May 30	MEMORIAL DAY--Legal Holiday (Wednesday).		

Beginning Monday June 4	OPENING OF FALL SPORTSWEAR LINES Members of the Sportswear Guild include: ADLER & ADLER, INC. DAVIDOW DAVID M. GOODSTEIN, INC. Contact: individual manufacturers.	THE SPORTSWEAR GUILD KANE-WEILL MUTUAL ROSENBLOOM CHARLES NUDELMAN	MANUFACTURERS' SHOWROOMS ZOLTAN ROSENBERG CO. SPORT-CRAFT, INC. STAR-MAID DRESSES
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday June 4	FOGA TO SHOW FALL LINES Fall collections by manufacturers of the Fashion Originators' Guild of America will be shown for one week, beginning June 4. Members include: LARRY L. ALDRICH CO. HANSEN BANG, INC. BEN BARRACK, INC. CAPRI FROCKS, INC. DEITSCH, WERSBA & COPPOLA ELFREDA, INC. BEN J. GAM, INC. ED GERRICK, INC. A. GOODMAN & CO., INC.	FASHION ORIGINATORS' GUILD OF AMERICA GRABOIS FRED GREENBERG DRESS CO. JOSEPH HALPERT, INC. HORWITZ & DUBERMAN INTERNATIONAL DRESS CO. JUNIOR LEAGUE FROCKS CO. NAT KAPLAN, INC. DAVID LEVINE CO. NATHAN-STRONG, INC. PAUL PARNES CORP.	MANUFACTURERS' SHOWROOMS PARNIS-LIVINGSTON BEN REIG, INC. RUDOLF GOWNS MARTIN SIMON, INC. HERBERT SONDHEIM, INC. FRANK STARR, INC. SUZANNE-AUGUSTINE TALMACK, INC. HANNAH TROY, INC.
Contact: Leonard W. Gendler, Executive Secretary, CH. 4-6945.			
Tuesday June 5 4:30 P.M. Cocktails	PREVIEW OF "GLAMOUR'S" SEPTEMBER CAREER ISSUE Annual fashion show and preview of "Glamour" Magazine's September 1951 career issue, and announcement of the winners of the "Glamour" survey, "Ten Girls With Taste". Press by invitation. Tickets limited to "Glamour" tie-in stores and buying offices. Contact: Nina R. Kyle or Mary Joan Finley, LE. 2-7500.	GLAMOUR MAGAZINE	HOTEL PIERRE GRAND BALLROOM
Wednesday June 6 4:00 P.M.- 7:00 P.M. Cocktails	NATIONAL SEWING CONTEST AND FASHION SHOW Prize-winning home-sewn garments, made by non-professional dressmakers, and entered in the eleventh annual National Sewing Contest will be modeled at a gala fashion show, with fashion designers and fashion editors acting as judges. Commentator: Alma Kitchell. Showing at 5:00 P.M. By invitation only. Publicity: Grace Turner, Director, Women's Department, Win Nathanson & Associates, Inc., MU. 2-6560.	NATIONAL NEEDLECRAFT BUREAU	WALDORF-ASTORIA SERT ROOM
Thursday June 7 3:30 P.M. Cocktails	PRESS SHOWING OF FALL FOUNDATIONS The press will be invited to a showing of Flexees foundations for Fall by Artistic Foundations, Inc. By invitation. Publ.: Sandra Kahn, MU. 9-2100.	ARTISTIC FOUNDATIONS-- FLEXEES	417 FIFTH AVENUE SHOWROOM-6TH FLOOR
Tuesday June 12 4:00 P.M. Tea	ADVANCE FALL MILLINERY FASHIONS The Millinery Creators Guild will present Advance Fall hats by the following eight members: Bernice Charles; Harryson Hats; G. Howard Hodge; Edgar J. Lorie; Milgrim Hats; Germaine Montabert; Jeanne Tete; and Vogue Hats. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	MILLINERY CREATORS GUILD	ST. REGIS HOTEL ROOF
Thursday June 14 12:00 Noon Luncheon	100TH ANNIVERSARY OF SINGER SEWING MACHINES One hundred years of leadership in the manufacture of sewing machines for the home and industry will be presented to the press by Singer. There will be educational, international and industrial exhibits in the Terrace Room, with a dramatization of 100 years of sewing and style changes throughout the century. Luncheon in Grand Ballroom. By invitation only. Contact: Anne Cunningham, Young & Rubicam, MU. 9-5000.	SINGER MANUFACTURING CO. SINGER SEWING MACHINE CO.	HOTEL PLAZA GRAND BALLROOM

MOVIES...MUSIC...THEATRE...ENTERTAINMENT

Friday April 6 10:00 P.M.	N.Y. INFIRMARY ANNUAL SPRING BENEFIT The Enchanted "Lilac Ball", the N.Y. Infirmary's annual Spring benefit. Sponsors: Ceil Chapman, who will create gowns in lilac shades; and Richard Hudnut Salon for Chen Yu with lilac nail lacquer and lipstick. Jewels—Harry Winston. By invitation only. Publicity: Lois Best, N.Y. Infirmary, MU. 6-6333; or Virginia Dickson, Robert S. Taplinger & Assoc., PL. 7-8040.	HOTEL PIERRE, BALLROOM
Beginning Monday April 9	OPENING: BAILLET THEATRE Program: <u>Mon., April 9</u> : SWAN LAKE, LE JEUNE HOMME ET LA MORT, CONCERTO, RODEO. <u>Tues., April 10</u> : CONCERTO, BILLY THE KID, LE JEUNE HOMME ET LA MORT, LA FILLE MAL GARDEE. <u>Wed., April 11</u> : THEME AND VARIATIONS, THE THIEF WHO LOVED A GHOST, LE JEUNE HOMME ET LA MORT. <u>Thurs., April 12</u> : DESIGNS WITH STRINGS, GISELLE, INTERPLAY. <u>Fri., April 13</u> : LES SYLPHIDES, LES DESMOISELLES DE LA NUIT, PAS DE DEUX, LES PATINEURS. Tickets: \$1.20-\$3.60. Publicity: Walter Alford, CI. 5-7930.	METROPOLITAN OPERA HOUSE, B'WAY & 39TH
Beginning Wednesday April 11	FIFTH WEEK: N.Y. CITY OPERA CO. Program: <u>Wed. Eve., April 11</u> : Massenet's MANON. <u>Thurs. Eve., April 12</u> : Prokofieff's THE LOVE FOR THREE ORANGES. <u>Fri. Eve., April 13</u> : Mascagni's CAVALLERIA RUSTICANA and Leoncavallo's PAGLIACCI. <u>Sat. Mat., April 14</u> : Puccini's MADAMA BUTTERFLY. <u>Sat. Eve., April 14</u> : Mozart's DON GIOVANNI. <u>Sun. Mat., April 15</u> : Verdi's AIDA. <u>Sun. Eve., April 15</u> : Bizet's CARMEN. Publicity: Isadora Bennett, PL. 7-3184.	CITY CENTER, 131 WEST 55TH ST.
Wednesday April 11	PREMIERE: "THE MATING SEASON" (Movie) Paramount comedy about a social-climbing young man and his wealthy wife. Stars: Gene Tierney, John Lund, Miriam Hopkins, and Thelma Ritter. Producer: Charles Brackett. Director: Mitchell Liesen. Costumes for Gene Tierney: Oleg Cassini. Publicity: Maria Van Slyke, BR. 9-8700.	PARAMOUNT THEATRE, B'WAY & 43RD ST.
Thursday April 12	PREMIERE: "FATHER'S LITTLE DIVIDEND" (Movie) MGM will present a sequel to "Father of the Bride", based on characters created by Edward Streeter. Stars: Spencer Tracy, Joan Bennett, Elizabeth Taylor and Don Taylor. Producer: Pandro S. Berman, Director: Vincente Minnelli. Costumes: Helen Rose. Publicity: Herbert Crooker, JU. 2-2000.	MUSIC HALL, 6TH AVE. & 50TH
Tuesday April 17	PREMIERE: "THE BRAVE BULLS" (Movie) Columbia Picture filmed in Mexico, and based on a novel by Tom Lea, about a great bullfighter's struggle to overcome his fear of death. Producer and Director: Robert Rossen. Starring Mel Ferrer and introducing Miroslava. Gowns: Jean Louis. Publicity: Hortense Schorr, CI. 5-5000.	RIVOLI THEATRE, B'WAY & 50TH ST.
Wednesday April 18	OPENING: "MAKE A WISH" Harry Rigby and Jule Styne, in association with Alexander H. Cohen, will present Nanette Fabray in a musical comedy written by Preston Sturges, and based on Ferenc Molnar's "The Good Fairy". Director: John C. Wilson. Music & Lyrics; Hugh Martin. Choreography: Gower Champion. Settings & Costumes: Raoul Pene Du Bois. Publicity: Willard Keefe, PE. 6-4375.	WINTER GARDEN, 1634 BROADWAY
Thursday April 19	OPENING: "A TREE GROWS IN BROOKLYN" George Abbott, with Robert Fryer, will present Shirley Booth and Johnny Johnston in a musical comedy based on the novel by Betty Smith. Director: George Abbott. Music: Arthur Schwartz. Lyrics: Dorothy Fields. Scenery and Lighting: Jo Mielziner. Choreography: Herbert Ross. Costumes: Irene Sharaff. Publicity: Richard Maney, WI. 7-6939.	ALVIN THEATRE, 252 WEST 52ND ST.